

Bill A.

Sr. Web Developer | Designer | WordPress

(469) 895-9966 billarsalan@gmail.com <https://billportfolio.com/> Dallas, TX

SUMMARY

I'm a Senior Web Developer with 7+ years of experience, bridging design and development. Expertise in WordPress, from builder to custom theme and plugin development, with a strong focus on performance optimization, SEO, and API integration to deliver high-performing, user-friendly websites.

EXPERIENCE

Sr. Web Developer & Designer - Contractor

02/2025 - Present

Freelance

- Design & develop responsive websites using CMS platforms, WordPress builders and custom coded solutions.
- Build & customize themes, plugins, and integrations for payment gateways, marketing tools and third party applications.
- Design mockups, wireframes and prototypes, then convert them into fully functional websites & web applications using PHP, Laravel & JavaScript.

Sr. WordPress Developer

04/2022 - 01/2025

Xero Shoes

<https://xeroshoes.com/>

Xero Shoes is a footwear company with an in-house development team. As a Senior WordPress Developer, I worked on website development, SEO, and supported their marketing efforts.

- Customized themes and plugins, created custom pages using Elementor, and integrated forms with Forminator.
- Handled product listings, payment gateway integration (Klarna, Stripe, PayPal), and set up shipping methods (FedEx, USPS, UPS).
- Implemented email campaigns with Klaviyo, managed promotions, and integrated tools like Fomo, Trustpilot, and Stamped.io to boost conversions.
- Conducted SEO audits with Ahrefs and Screaming Frog, improved search rankings, and analyzed backlinks and keywords.
- Integrated external services like ShipHero for order fulfillment and Fivetran for automated data pipelines.

Front End Designer

02/2021 - 03/2022

Mutarex Digital

<https://mutarexdigital.com/>

- Designed engaging and responsive web layouts.
- Designed emails and fix issues utilizing HTML/CSS and SFMC developer tools.
- Transformed wireframes, prototypes, and mockups into responsive, high-quality web designs using HTML, CSS, and JavaScript.
- Managed and updated websites using CMS platforms such as WordPress, Webflow, and HubSpot.

UI/UX & Graphic Designer

10/2019 - 01/2021

BC Design Haus

<https://bcdesignhaus.com/>

- Designed visual assets such as banners, social media graphics, marketing materials, catalog layout and branding elements.
- Developed concepts, graphics, and layouts for product illustrations, logos, websites and mobile apps.
- Collaborated with the marketing and content teams to ensure designs align with brand guidelines and project goals.

SKILLS

Design Skills:

Adobe PhotoShop, Adobe Illustrator, Adobe XD, Figma, Graphic Design, Branding, UI/UX, WireFraming, Prototyping, Mockups

Development Skills:

HTML5, CSS3, JavaScript, jquery, Bootstrap, MySQL, Ajax, Git, Bit Bash, WCAG/ADA Compliance, PHP, Theme Development, Azure, Linux, MailChimp

Builder & CMS: WordPress, Shopify, Wix, Squarespace, Webflow, Craft, HubSpot, Elementor, Divi, WP Bakery, Beaver Builder

PROJECTS

Xero Shoes

<https://xeroshoes.com/>

CSP&T

<https://cossichlaw.com/>

Trayvon Martin Foundation

<http://trayvonmartinfoundation.org/>

Drinjk Wines

<https://drinkezy.com/>